GOVERNMENT OF INDIA
STEEL
LOK SABHA

UNSTARRED QUESTION NO:1327
ANSWERED ON:31.07.2001
RURAL SERVICE CENTRES BY SAIL
DILEEP SANGHANI

Will the Minister of STEEL be pleased to state:

(a) whether SAIL has engaged the Institute of Rural Management, Anand to undertake a study to assess the trend of demand for steel material in rural market;

(b) if so, the details of the report on the study;

(c) whether SAIL propose to set up rural service centres in various States, particularly in Gujarat to make available steel items; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE FOR STEEL (SHRI BRAJA KISHORE TRIPATHY)

(a)to(d): As a part of the strategy to tap the potential rural market, SAIL has engaged Institute of Rural ManagementAnand (IRM) to undertake a study to assess the current trend of demand for steel material in the rural market segment in the states of Gujrat, Maharashtra & Rajasthan. IRM are also required to suggest, interalia, specific marketing actions and to assess the need to promote the concept of service centres.

Institute of Rural Management, Anand is yet to submit its report.